



HOWARD COUNTY TOURISM NEWS

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Tourism's SOIREE ...Rendezvous en Provence entertains...

Eyre's Energetic Win at 2009 *Dancing with Dazzling Howard County Stars* Excites

Lovely couple's lively cha-cha with flips & splits tilts clap-o-meter to victory

(Elkridge, MD, June 3, 2009) On Tuesday, June 2nd, 2009 Howard County Tourism & Promotion doubled previous years' attendance in the tented gardens of beautiful Belmont for its annual fundraiser –SOIREE. SOIREE's signature entertainment is the immensely popular ***Dancing with Dazzling Howard County Stars***. Four Howard County celebrity couples dueled on the dance floor for Tourism. The four celebrity couples represented different components of the tourism industry such as non-profits, restaurants, transportation and retailers. This years *Dancing with Dazzling Howard County Stars* couples' performances were superb. Their superb performances were the results of the six months of weekly lessons with the team from Arthur Murray Dance Studios. **(HIGH RESOLUTION EVENT IMAGES AVAILABLE)**

The Eyres, WINNERS

The winner of the 2009 *Dancing with Dazzling Howard County Stars* is Alison and Matt Eyre of Eyre Bus, Tour and Travel. Costumed in mango and black sparkling sequin and shiny satin, the Eyres sensational dance completely wow-ed the audience that erupted with deafening claps, cheers and clanking cowbells. The Eyre's performed an energetic cha-cha that included Matt flipping Alison in the air –a complete 360* like a Ferris wheel- - and closed with Alison doing a seemingly easy but surprising split! Alison and Matt Eyre were presented their winning trophy by Joanne and Ron Eyre (Matt's parents) the winners of the inaugural 2007 *Dancing with Dazzling Howard County Stars*. The Eyre's filled their cheering section of the tent with friends and family, many of whom arrived to SOIREE via an Eyre executive motor coach. The other competing couples warmly congratulated the Eyres on their win with genuine embraces and kisses.

The Esmonds, CROWD PLEASERS

The Esmond's nearly won the evening's dance competition with their sizzling tango with a modern twist brilliantly performed to perfection. Their theatrical dance routine opened with an ever-so sultry Mary in an unforgettable red dress and included a sword fight, a folding chair flung across the dance floor and Dan seductively stripping his jacket into the audience. Mary also celebrated her birthday at SOIREE, the many guests sang her a heartfelt "Happy Birthday."

The Yetso and Barberas, WONDERFUL

The Yetso did a contemporary swing dance to Michael Jackson's "Pretty Young Thing." Brock and Julie were decked in their finest 80s attire and accessories and performed powerfully, never missing a step and sneaking in fresh, fun moves. The athletic Yetso electrified the audience as they criss-crossed the dance floor with ease. The Barbera's elegant foxtrot to 70s rock was skillfully performed. They lovingly gazed into each others eyes throughout their performance and received thunderous applause especially from fellow restaurateurs in the audience who flung flowers upon the dance floor.

DETAILS

The winner was selected by audience applause as reflected in the clap-o-meter by Pixel Workshops. Of note, 10% of the total SOIREE proceeds go toward a scholarship for a Howard Community College Hospitality & Culinary Arts Management student named after the Eyres, the winning couple of *2009 Dancing with Dazzling Howard County Stars*. With the help of Arthur Murray Dance Studio lessons, you can watch the celebrity couples as they transformed from tourism leaders in non-profits, restaurants, transportation and retailers to SOIREE's Dancing Stars with YouTube videos www.visithowardcounty.com. Soon YouTube videos of the 2009 competition will be available on Tourism's website. Of note, some of 2008 Dancing Stars helped out as dance judges, John Bouman & Mary Jo Brenner and Mo & Barb Dutterer.

SOIREE 2009 Dancing with Dazzling Howard County Stars & their presenters were

Joe & Mary Barbera, AIDA Bistro & Wine Bar

Jordan's Steakhouse & Howard Community College, Cruise Vacations International, Inc

Mary & Dan Esmond, Abbington Home

Town Creek Landscaping and Construction, IP Data Systems , Inc, Rsignia, Inc.

Matt & Alison Eyre, Bus, Tour & Travel

Eyre Bus, Tour & Travel, Turf Valley Resort & Toby's Dinner Theatre of Columbia

Brock & Julie Yetso, Ulman Cancer Fund for Young Adults

Presented by The Columbia Triathlon Association

HIGH RESOLUTION EVENT IMAGES AVAILABLE from Losurdo Photography. Call 410-808-0916 to receive images via e-mail.

TOURISM...Having FUN is Serious Business!

Howard County Tourism & Promotion, a non-profit, membership-based organization is recognized and funded in part by Howard County Government and the Maryland Office of Tourism Development as the official Destination Marketing Organization for Howard County, Maryland. Howard County Tourism & Promotion's mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people like creating SOIREE's *Dancing with Dazzling Howard County Stars*. For more information contact Howard County Tourism & Promotion or check out our website www.VisitHowardCounty.com.

Below are the most recent and available statistics from the Maryland Office of Tourism Development for HOWARD COUNTY'S dynamic Tourism Industry:

- **Tourism generated \$528.72 million in expenditures from domestic visitors**
- **The tourism industry generated 8,000 jobs**
- **Tourism generated \$16.1 million in County tax receipts**